

IN THE CLAIMS

Applicants are amending the claims so that, after amendment, they will read as set forth in the clean version of the claims which appears below. For the convenience of the Examiner, all of the pending claims are set forth below, whether amended or not. Enclosed with this Amendment is a marked-up version of the claims, showing in bold type the changes which have been made by this Amendment.

62 1. A method for generating a redemption value for at least one pre-determined redeemable item, comprising the steps of:

identifying discount triggering items in an initial purchase transaction at an initial vendor, the discount triggering items associated with a pre-determined redeemable item, each of the discount triggering items having a unique code and a manufacturer associated therewith and an associated discount value;

grouping the discount triggering items in bundles, each bundle comprising one or more discount triggering items having the same unique code and the same manufacturer, each bundle having an associated bundle total;

generating the redemption value for the pre-determined redeemable item based on the bundle totals, the redemption value representing a discount available for use in a subsequent purchase transaction at a subsequent vendor, the subsequent vendor distinct from the initial vendor, the subsequent purchase transaction comprising the pre-determined redeemable item;

providing the discount in the subsequent purchase transaction at the subsequent vendor; and

receiving a reimbursement for the discount from each manufacturer of the discount triggering items at the subsequent vendor, the reimbursement for each manufacturer based on the bundle totals associated with the bundles comprising the discount triggering items for the manufacturer.

2. The method of Claim 1, wherein the step of grouping the discount triggering items in bundles is performed at the end of the initial purchase transaction.

3. The method of Claim 1, wherein the step of grouping further comprises the step of filtering in accordance with predetermined criteria the discount triggering items to be included in the bundle.

4. The method of Claim 3, wherein the step of filtering in accordance with the predetermined criteria comprises filtering the discount triggering items such that if the quantity of discount triggering items purchased is less than a predetermined minimum quantity for each of the unique codes, the bundle is not created.

5. The method of Claim 3, wherein the step of filtering in accordance with the predetermined criteria comprises limiting the number of discount triggering items in any one of the bundles to a maximum number.

6. The method of Claim 47, generating the redemption value for the predetermined redeemable item further comprising limiting the redemption value to a maximum value.

7. The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and further comprising the step of issuing cash register receipt information reflecting the retail price of each of the purchased items.

8. The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and further comprising the step of printing a paper receipt comprising cash register receipt information and redemption information, the cash register receipt information reflecting the retail price of each of the purchased items and the redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

9. The method of Claim 8, wherein the step of printing the paper receipt comprises the step of providing an incomplete cut between a portion of the paper receipt comprising the cash register receipt information and a portion of the paper receipt comprising the redemption information, such that the portion comprising the redemption information is easily detachable from the portion comprising the cash register receipt information.

10. The method of Claim 7, wherein the step of issuing the cash register receipt information comprises the step of providing an electronic code comprising the cash register receipt information.

11. The method of Claim 10, wherein the electronic code is recordable on a card having magnetic media.

12. The method of Claim 48, wherein the step of providing the redemption information comprises the step of providing an electronic code comprising the redemption information.

13. The method of Claim 12, wherein the electronic code is recordable on a card having magnetic media.

14. The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, the non-discount triggering items having a unique code associated therewith, and wherein the step of identifying discount triggering items comprises the steps of:

receiving the unique code for each of the purchased items; and

determining which of the purchased items has a unique code associated with a discount triggering item.

15. The method of Claim 14, further comprising the step of providing a database having stored therein information identifying the discount triggering items and the associated unique codes, and wherein the step of determining which of the purchased items has a unique code associated with a discount triggering item comprises comparing each of the received unique codes with the information in the database.

16. The method of Claim 14, receiving the unique code for each of the purchased items comprising scanning the unique codes with a scanning device.

17. The method of Claim 14, receiving the unique code for each of the purchased items comprising inputting the unique codes manually.

18. The method of Claim 48, wherein the step of providing the redemption information comprises providing a description for each of the bundles, which description is associated with the unique code for the bundle.

19. The method of Claim 48, further comprising the steps of printing the redemption information on a paper slip and digitally encoding the redemption information on the paper slip, the digitally encoded redemption information optically retrievable.

20. The method of Claim 19, wherein the digitally encoded redemption information comprises a bar code.

21. The method of Claim 48, wherein each transaction has associated therewith a unique identification number (UID) and further comprising the step of printing the UID for the transaction on a paper containing the redemption information.

22. The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and wherein a product information table is provided for all items having a unique code and further comprising the step of creating a redemption table

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providing additional parameters associated with discount triggering items defining the ones of the items in the product information table as discount triggering items and also further comprising the step of creating a modified product information table by merging the redemption table with the product information table such that each unique code has associated therewith information regarding the identification of a product having that unique code, and that constitutes a discount triggering item, and wherein the step of identifying comprises comparing each of the purchased items and the associated unique code with information in the modified product information table, and when the unique code in the modified product information table has information associated therewith, defining it as a discount triggering item, and declaring that item a discount triggering item.

23. The method of Claim 48, further comprising the step of purchasing the pre-determined redeemable item in the subsequent purchase transaction by presenting a paper comprising the redemption information.

24. The method of Claim 48, wherein the pre-determined redeemable item is obtained by presenting electronic code comprising the redemption information.

25. A system for generating a redemption value for at least one pre-determined redeemable item, comprising:

identifying means for identifying discount triggering items in an initial purchase transaction at an initial vendor, the discount triggering items associated with a pre-determined redeemable item, each of the discount triggering items having a unique code and a manufacturer associated therewith and an associated discount value;

grouping means for grouping the discount triggering items in bundles, each bundle comprising one or more discount triggering items having the same unique code and the same manufacturer, each bundle having an associated bundle total;

output means for generating the redemption value for the pre-determined redeemable item based on the bundle totals, the redemption value representing a discount available for use in a subsequent purchase transaction at a subsequent vendor, the subsequent vendor

distinct from the initial vendor, the subsequent purchase transaction comprising the predetermined redeemable item;

means for providing the discount in the subsequent purchase transaction at the subsequent vendor; and

means for receiving a reimbursement for the discount from each manufacturer of the discount triggering items at the subsequent vendor, the reimbursement for each manufacturer based on the bundle totals associated with the bundles comprising the discount triggering items for the manufacturer.

26. The system of Claim 25, wherein the bundles are created at the end of the initial purchase transaction.

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27. The system of Claim 25, wherein the grouping means further comprises a filtering means for filtering, in accordance with predetermined criteria, the discount triggering items to be included in the bundle.

28. The system of Claim 27, wherein the bundle is created only if the quantity of discount triggering items purchased is equal to or greater than a predetermined minimum quantity for each of the unique codes.

29. The system of Claim 27, wherein the number of discount triggering items in any one of the bundles is limited to maximum number.

30. The system of Claim 29, the output means for limiting the redemption value to a maximum value.

31. The system of Claim 25, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and further comprising output means for issuing cash register receipt information reflecting the retail price of each of the purchased items.

32. The system of Claim 31, wherein both the cash register receipt information and redemption information are issued on a paper receipt, the redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

33. The system of Claim 32, wherein the paper receipt comprises an incomplete cut between a portion comprising the cash register receipt information and a paper portion comprising the redemption information, such that the portion comprising the redemption information is easily detachable from the portion comprising the cash register receipt information.

34. The system of Claim 31, the output means for providing redemption information and the cash register receipt information in the form of an electronic code, the redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

35. The system of Claim 34, wherein the electronic code is recordable on a card having magnetic media.

36. The system of Claim 25, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, the non-discount triggering items having a unique code associated therewith, and wherein the identifying means comprises:

a receiving means for receiving the unique code for each of the purchased items; and
a determining means for determining which of the purchased items has a unique code associated with a discount triggering item.

37. The system of Claim 36, further comprising a database having stored therein information identifying the discount triggering items and the associated unique codes, the determining means for comparing the unique codes of the purchased items with the information in the database in order to determine which of the purchased items are discount triggering items.

38. The system of Claim 37, wherein the unique codes are all scannable by a scanning device.

39. The system of Claim 37, wherein the unique codes are input manually.

40. The system of Claim 50, wherein the redemption information comprises a description for each of the bundles, which description is associated with the unique code for the bundle.

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41. The system of Claim 50, wherein the redemption information is printed on a paper slip with a digitally encoded region disposed thereon, the digitally encoded region comprising information regarding the information contained within the paper slip, the digitally encoded information optically retrievable.

42. The system of Claim 41, wherein the digitally encoded region comprises a bar code.

43. The system of Claim 50, wherein each transaction has associated therewith a unique identification number which is printed on a paper containing the redemption information.

44. The system of Claim 25, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and wherein a product information table is provided for all items having a unique code, a redemption table is provided for additional parameters associated

with discount triggering items defining the ones of the items in the product information table as discount triggering items, a modified product information table is provided by merging the redemption table with the product information table such that each unique code has associated therewith information regarding the identification of a product having that unique code and that constitutes a discount triggering item, and wherein each of the purchased items and the associated unique code are compared with information in the modified product information table and when the unique code in the modified product information table has information associated therewith defining it as a discount triggering item and declaring that item a discount triggering item.

45. The system of Claim 50, wherein the pre-determined redeemable item is purchased in the subsequent purchase transaction by presenting a paper comprising the redemption information.

46. The system of Claim 50, wherein the pre-determined redeemable item is obtained by presenting electronic code comprising the redemption information.

47. The method of Claim 1, generating the redemption value for the pre-determined redeemable item based on the bundle totals comprising summing the bundle totals.

48. The method of Claim 1, further comprising the step of providing redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

49. The system of Claim 25, the output means for generating the redemption value by summing the bundle totals.

50. The system of Claim 25, the output means for providing redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

51. A method for generating a redemption value for at least one pre-determined redeemable item, comprising the steps of:

identifying credit triggering items in an initial purchase transaction at an initial vendor, the discount triggering items associated with a pre-determined redeemable item, each of the credit triggering items having a unique code and a manufacturer associated therewith and an associated credit value;

grouping the credit triggering items in bundles, each bundle comprising one or more credit triggering items having the same unique code and the same manufacturer, each bundle having an associated bundle total;

generating the redemption value for the pre-determined redeemable item based on the bundle totals, the redemption value representing a credit available for use in a subsequent purchase transaction at a subsequent vendor, the subsequent vendor distinct from the initial vendor, the subsequent purchase transaction comprising the pre-determined redeemable item;

providing the credit in the subsequent purchase transaction at the subsequent vendor; and

receiving a reimbursement for the credit from each manufacturer of the credit triggering items at the subsequent vendor, the reimbursement for each manufacturer based on the bundle totals associated with the bundles comprising the credit triggering items for the manufacturer.

52. **Canceled without prejudice or disclaimer.**

53. The method of Claim 1, the initial vendor comprising a grocery store and the subsequent vendor comprising a gas station.

54. The method of Claim 1, the pre-determined redeemable item comprising fuel.

55. **Canceled without prejudice or disclaimer.**

56. The system of Claim 25, the initial vendor comprising a grocery store and the subsequent vendor comprising a gas station.

57. The system of Claim 25, the pre-determined redeemable item comprising fuel.

58. (New) A method, comprising:

63 receiving a plurality of items associated with an initial transaction between an initial vendor and a customer;

identifying a plurality of discount triggering items of the initial transaction, each discount triggering item including a respective partial discount being redeemable toward the purchase of a fuel during a subsequent transaction with a subsequent vendor, distinct from the initial vendor;

each discount triggering item having a respective unique code and a respective manufacturer;

generating a total discount value, wherein the total discount value comprises a sum of qualifying partial discounts of the respective partial discounts, the total discount value being redeemable toward the fuel during the subsequent transaction;

providing the customer with the total discount value;

generating issue information associated with providing the customer with the total discount information, the issue information including a unique identifier corresponding to the initial vendor, a description of each discount triggering item, and the respective partial discount associated with each discount triggering item; and

transmitting the issue information from the initial vendor to a third party for further processing of the issue information, the third party being separate and distinct from the initial vendor.

59. (New) The method of Claim 58, further comprising providing the total discount to the customer during the subsequent transaction.

60. (New) The method of Claim 58, further comprising:
verifying that the subsequent transaction exceeds a predetermined minimum amount of fuel;
providing the total discount to the customer during the subsequent transaction, if the subsequent transaction exceeds the predetermined minimum amount of fuel.

61. (New) The method of Claim 58, further comprising:
receiving the issue information at the third party;
receiving, at the third party, redemption information regarding the subsequent transaction from the subsequent vendor; and
associating the issue information and the redemption information.

62. (New) The method of Claim 61, further comprising:
generating invoices for each of the respective manufacturers; and
transmitting the invoices to the respective manufacturers.

63. (New) A method for discounting a price-per-unit (PPU) of a consumable good, comprising:
determining a first discount on a PPU of a consumable good in response to a first purchase, by a customer, of a first preselected product;
determining a second discount on the PPU of the consumable good in response to a second purchase, by the customer, of a second preselected product; and
adding the first discount to the second discount to determine a total discount on the PPU of the consumable good.

64. (New) A method of providing multiple level discounts on a price-per-unit (PPU) of a consumable good sold in multiple units to a customer who purchases a plurality of cross-marketed products, said method comprising the steps of:

awarding a first discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a first cross-marketed product;

awarding a second discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a second cross-marketed product;

adding the first discount to the second discount to determine a total discount on the PPU of the consumable good; and

awarding the total discount to the customer.

65. (New) The method of providing multiple level discounts of claim 64 wherein the consumable good is gasoline, and the first, second, and total discounts are discounts on the price-per-unit-volume of gasoline.

66. (New) The method of providing multiple level discounts of claim 65, further comprising:

issuing an electronic coupon to the customer, said coupon providing a unique customer identification and a unique transaction identifier; and

storing the total discount in a discounts granted database which associates the total discount with the unique customer identification and transaction identifier.

67. (New) The method of providing multiple level discounts of claim 66 wherein the electronic coupon is selected from the group consisting of:

a paper receipt with the unique customer identification and transaction identifier encoded in a bar code imprinted thereon;

a paper receipt with the unique customer identification and transaction identifier encoded in a code number imprinted thereon;

a credit card with the unique customer identification and transaction identifier magnetically encoded thereon; and

a smart card.

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68. (New) The method of providing multiple level discounts of claim 67, further comprising the steps of:

inputting the electronic coupon by the customer for redemption at a gasoline station; and

reducing on a gasoline dispenser, the price-per-unit-volume of the gasoline by an amount equal to the total discount prior to the customer dispensing the gasoline.

69. (New) The method of providing multiple level discounts of claim 68 wherein the step of inputting the electronic coupon by the customer for redemption at a gasoline station includes scanning the unique customer identification and transaction identifier from the encoded bar code with a bar code scanner at a gasoline dispenser, and the method further comprises, after scanning the encoded bar code, the steps of:

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associating the unique customer identification and discount identification with the total price-per-unit discount stored in the discounts granted database; and

retrieving the total price-per-unit discount from the discounts granted database.

70. (New) The method of providing multiple level discounts of claim 69, further comprising, after the step of scanning the unique customer identification and transaction identifier from the encoded bar code, the steps of:

requesting the customer to enter a personal identification number (PIN); and

verifying the PIN prior to reducing the price-per-unit-volume of the gasoline on the gasoline dispenser.

71. (New) The method of providing multiple level discounts of claim 69, further comprising, after the step of storing the total discount in a discounts issued database, the steps of:

storing, in the discounts issued database, a maximum number of gallons of gasoline to which the discount applies; and

storing, in the discounts issued database, a minimum purchase of gasoline required in order to qualify for the discount.

72. (New) The method of providing multiple level discounts of claim 71, further comprising the steps of:

determining a value of the total discount redeemed;

verifying that the value of the total discount redeemed is less than or equal to the maximum discount allowed; and

verifying that the amount of gasoline purchased is greater than or equal to the minimum purchase required to qualify for the discount.

73. (New) The method of providing multiple level discounts of claim 72, further comprising the steps of:

storing the value of the discount redeemed in a discounts redeemed database; and

allocating portions of the discount redeemed to vendors of the first and second cross-marketed products according to predetermined criteria.

74. (New) A method of providing a discount on a price-per-unit (PPU) of a consumable good sold in multiple units to a customer who purchases at least one cross-marketed product, said method comprising the steps of:

awarding a first discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a first cross-marketed product;

issuing a coupon to the customer, said coupon providing a customer identification and a transaction identifier;

storing the first discount in a discounts granted database which associates the first discount with the customer identification and the transaction identifier;

inputting by the customer in a subsequent transaction, the customer identification and the transaction identifier;

retrieving the first discount from the discounts issued database; and

reducing the PPU of the consumable good by the first discount.

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75. (New) The method of providing a discount on a PPU of a consumable good of claim 74, further comprising, after the step of awarding a first discount, the steps of:

awarding a second discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a second cross-marketed product; and

adding the first discount to the second discount to determine a total discount on the PPU of the consumable good.

76. (New) The method of providing a discount on a PPU of a consumable good of claim 74 wherein the first product is gasoline, and the discount amount is a discount on the price-per-unit-volume of gasoline.

77. (New) A method of providing multiple level discounts on gasoline to a customer who purchases at least one cross-marketed product, said method comprising the steps of:

awarding to the customer, a first discount on the price-per-unit-volume of the gasoline in response to a purchase by the customer of a first cross-marketed product;

awarding to the customer, a second discount on the price-per-unit-volume of the gasoline in response to a purchase by the customer of a second cross-marketed product;

adding the first discount to the second discount to determine a total discount on the price-per-unit-volume of the gasoline;

printing a paper receipt for the customer with a customer identification and a transaction identifier encoded in a bar code thereon;

storing the total discount in a discounts granted database;

storing, in the discounts granted database, a maximum number of gallons to which the discount applies;

storing, in the discounts granted database, a minimum purchase of gasoline required in order to qualify for the discount;

scanning the encoded bar code with a bar code scanner at a gasoline dispenser;

verifying the discount scanned from the bar code by comparing the scanned discount with the stored discount in the discounts granted database;

reducing, by the gasoline dispenser, the price-per-unit-volume of the gasoline by an

amount equal to the total discount;
determining a value of the total discount redeemed;
verifying that the value of the total discount redeemed is less than or equal to the maximum discount allowed;
verifying that the amount of gasoline purchased is greater than or equal to the minimum purchase required to qualify for the discount;
storing the value of the discount redeemed in a discounts redeemed database; and
allocating portions of the discount redeemed to vendors of the first and second cross-marketed products according to predetermined criteria.

78. (New) A method of providing a price-per-unit-volume discount on gasoline to a customer who purchases a cross-marketed product in a sales transaction, said method comprising the steps of:

awarding the price-per-unit-volume discount to the customer in response to a purchase by the customer of a cross-marketed product;

issuing an electronic coupon to the customer, said coupon identifying the customer and the sales transaction;

storing the price-per-unit-volume discount in a discounts issued database which associates the discount with the customer and sales transaction;

storing, in the discounts granted database, a maximum number of volume units of gasoline to which the discount is applied;

storing, in the discounts granted database, a minimum purchase of gasoline required in order to qualify for the discount;

beginning a sales transaction by entering a customer identification and a transaction identification at a gasoline dispenser;

retrieving the price-per-unit-volume discount from the discounts granted database;

reducing, by the gasoline dispenser, the price-per-unit-volume of the gasoline by an amount equal to the discount;

determining a value of the total discount redeemed;

verifying that the value of the total discount redeemed is less than or equal to the maximum discount allowed;

verifying that the amount of gasoline purchased is greater than or equal to the minimum purchase required to qualify for the discount; and
storing the value of the discount redeemed in a discounts redeemed database.

79. (New) The method of providing a price-per-unit-volume discount on gasoline of claim 78 wherein the step of reducing the price-per-unit-volume of the gasoline by an amount equal to the discount includes the steps of:

determining whether the discount is greater than or equal to the price-per-unit volume of the gasoline; and

setting the price-per-unit volume of the gasoline equal to zero on a gasoline dispenser upon determining that the discount is greater than or equal to the price-per-unit volume of the gasoline.

80. (New) A system for providing multiple level discounts on a price-per-unit (PPU) of a consumable good sold in multiple units to a customer who purchases a plurality of cross-marketed products, said system comprising:

a discounts granted database for storing discounts;

means for calculating a first discount on the PPU of the consumable good in response to a purchase by a customer of a first cross-marketed product;

means for calculating a second discount on the PPU of the consumable good in response to a purchase by the customer of a second cross-marketed product; and

a system which adds the first discount to the second discount to determine a total discount for the customer on the PPU of the consumable good.

81. (New) The system for providing multiple level discounts of claim 80 wherein the consumable good is gasoline, and the first, second, and total discounts are discounts on the price-per-unit-volume of gasoline.

82. (New) The system for providing multiple level discounts of claim 81 further comprising:

a point of sale (POS) terminal that determines the first discount and issues an electronic coupon to the customer, said coupon providing a unique customer identification and a unique transaction identifier; and

transmission means for transmitting the unique customer identification and the discount identification from the POS terminal to the discounts issued database.

83. (New) A system for providing a discount on a price-per-unit (PPU) of a consumable good sold in multiple units to a customer who purchases at least one cross-marketed product, said system comprising:

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a point of sale (POS) terminal that awards a first discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a first cross-marketed product, said POS terminal including means for issuing a coupon to the customer, said coupon providing a unique customer identification and a transaction identification;

means for sending the first discount from the POS terminal to a discounts granted database which associates the first discount with the unique customer identification and the transaction identification;

an input device for inputting by the customer in a subsequent transaction, the unique customer identification and the transaction identification;

a sub-system that retrieves the first discount from the discounts issued database; and

means for reducing the PPU of the consumable good by the first discount in response to instructions from the sub-system.

84. (New) The system for providing a discount on a PPU of a consumable good of claim 83 wherein the POS terminal also includes means for awarding a second discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a second cross-marketed product, and the sub-system includes means for adding the first discount to the second discount to determine a total discount on the PPU of the consumable good.

85. (New) A system for providing a price-per-unit-volume discount on gasoline to a customer who purchases a cross-marketed product in a sales transaction, said system comprising:

a point of sale (POS) terminal comprising:

means for awarding the price-per-unit-volume discount to the customer in response to a purchase by the customer of a cross-marketed product; and

means for issuing an electronic coupon to the customer, said coupon uniquely identifying the customer and the sales transaction;

a discounts issued database for storing the price-per-unit-volume discount and uniquely associating the discount with the customer and sales transaction;

transmission means for sending from the POS terminal to the discounts issued database, a maximum number of volume units of gasoline to which the discount is applied, and a minimum purchase of gasoline required in order to qualify for the discount;

an input device at a gasoline dispenser at a gas station for entering a unique customer identification;

a sub-system for retrieving the price-per-unit-volume discount from the discounts granted database, upon associating the unique customer identification with the stored price-per-unit-volume discount;

means for reducing, by the gasoline station, the price-per-unit-volume of the gasoline by an amount equal to the discount;

means within the sub-system for determining a value of the total discount redeemed, verifying that the value of the total discount redeemed is less than or equal to the maximum discount allowed, and verifying that the amount of gasoline purchased is greater than or equal to the minimum purchase required to qualify for the discount; and

a discounts redeemed database for storing the value of the discount redeemed.

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